

## Lewis and Clark Bicentennial Commission Meeting, October 24, 2002

**Attendees:** Jonathan Kemper, Doug Eiken, Frank Wesley, Ann Rogers, Shannon Cave, Phylis Imler, Sheila Bercier-Liese, Jim Goodrich, John Robinson, Debbie Lappe, Gerald Lee, Marci Bennett, Frederick Drakesmith, Sara Parker, Barbara Woods, Ken Winn, Bob Archibald, Lynn Wolf Gentzler, Steve Burdic, Jim Denny, Steve Johnson, Sue Holst, Connie Schmidt, David Kelly, Christyn Elley, Elizabeth Gentry Sayad, Dave Bristol, Gordon Julich, Tami Goldman Timm, Col. John Cairen, Major Steve Brooks, Steve Powell, Venetia McEntire, Bill Brecht, Kris Lokemoen, Lois Mueller, Nicola Longford, Ben Cawthra, Bob Moore, Tim Corbet, Mark Kross, John White Antelope.

Issue/Staff Person	Discussion
Call to Order and Roll Call/ Bob Archibald	Bob Archibald called the meeting to order at 10:05 a.m. and asked for roll call and introductions.
Approval of Minutes/ Jonathan Kemper	Jonathan Kemper called for approval of the minutes of the August 8, 2002 commission meeting. The minutes were approved.
Executive Director's Report/Doug Eiken	<p><b>Budget Update</b> – Doug Eiken gave a review of the budget discussed at the August 8, 2002 commission meeting. Doug Eiken said the commission is basically tracking on line. Bob Archibald asked if a project list with numbers attached could be compiled within the next 30 days. Then a special commission conference call could be arranged in order that the commission can actually obligate the dollars available. Bob Archibald asked that the organizers on the task forces come up with descriptions and budgets to coincide with Doug Eiken's timetable. Doug Eiken suggested that the commission use its funds to leverage other funds.</p> <p><b>Circle of State Advisors (COSA)</b> – Doug Eiken said COSA is gearing up for the Monticello reception which will be co-hosted by the National Lewis and Clark Bicentennial Council. Doug Eiken said that, based on previous experience, the University of Virginia is anticipating a half million people to tour the exhibition hall. Therefore it will be extremely important to have key pieces of material there for not only the national press and national media, but also for people that might be planning trips and heading to meetings.</p> <p>Doug Eiken said the Commission along with the Division of State parks would have a booth. Doug Eiken said he and staff are trying to work out a staffing plan to make sure that the booth will have constant staffing. Doug Eiken then summarized what will be requested of the states.</p> <p>Barbara Woods asked who would be representing the African people. Doug Eiken said the issue wasn't talked about at the COSA meeting but it was his understanding that members of the African American community had been asked to participate in the national signature event. Doug Eiken said he wasn't sure about the local events. Barbara Woods said that had been a consistent question that she has raised from day one and that still there is consistently no visibility to African people. Barbara Woods said she remains on record that she is resentful and angry about it and that the National Council has shown a resistance to respond.</p> <p>Doug Eiken said there is another COSA meeting in January at Monticello and that he would make a point of raising this issue with the other states and then the COSA representative would report to the council on those meetings. A follow-up letter based on the recommendation of COSA and COTA (the Circle of Tribal Advisors) will be sent to everyone that is receiving funds and will re-emphasize the connection with the native American and African American communities in planning events.</p> <p><b>National Park Service CORPS II</b> – Doug Eiken gave a brief explanation of what Corps II is. He then described the application process and recommendations and he continues to communicate with the NPS. Doug Eiken explained the original 'large footprint (Phase II has experienced difficulties in acquiring funding). To adjust to this funding situation, the NPS has now developed a smaller version of the original "small footprint" (Phase One) exhibit. Doug Eiken then described the anticipated concept of three components (small, medium and large tents) and their contents and procedures, emphasizing there would be guided tours for schools at each venue. With the Corps II smaller footprint, it opens the possibility of instead of being at a location for two weeks, the tent(s) could be more easily moved – two days to set up and two days for takedown. It also opens up the possibility that the Corps II small footprint could go to</p>

	<p>some of the smaller communities and those communities would now be better able to support the exhibit.</p> <p>Bob Archibald explained that there seemed to be two issues: 1) does the original timetable still apply, and 2) the commission will have a very difficult time programming for each of those sites. Bob Archibald suggested Doug confer with Gerard Baker to make sure the commission is still on target in terms of numbers and venues. Bob Archibald also suggested getting advise as to site requirements for the communities that the approval group suggested since they are not now going to host two semi trailer trucks. Bob Archibald asked Barbara Woods to come up with a list of possible resources that could be included in the programming at Corps II.</p> <p><b>The National Council of the Lewis and Clark Bicentennial</b> – Doug Eiken deferred to Bob Archibald, who is the Director of the National Council, to give a brief update of the National Council and their restructuring. On the financial side, Bob Archibald said the National Advertising Council had selected the Lewis and Clark Bicentennial as one of three pro bono campaigns for the next four years. While the Ad Council will not commit to a specific dollar amount, their past campaigns have amounted to about \$160 million in media placements. Bob Archibald explained that the national Ad Council is a not-for-profit that is supported by the marketing-advertising firms in the United States. Bob Archibald gave examples of some of the Ad Council's advertising campaigns: the United Negro College Fund Campaign, "A Mind is a Terrible Thing to Waste," the campaign against drunk driving, "Friends Don't Let Friends Drive Drunk," and the most recent being in the wake of September 11<sup>th</sup> being, "I Am An American." The Ad Council as assigned the Lewis and Clark Bicentennial campaign to one of their member agencies, Young and Rubencamp. The theme is loosely described as, "Join the Journey." Bob Archibald explained some of the many ways people could physically join the journey – bicyde, go out on the Missouri River, explore a community. Bob Archibald also explained that the journey could be joined intellectually as well. There are multiple perspectives of the meaning of the expedition and no matter how it is viewed the message will not be only about the past, but also a message about how we live in a multi-cultural society.</p>
<p>Projects Update/ Debbie Lappe</p>	<p><b>Events</b> – Debbie Lappe reported that at the St. Charles regional meeting and the Fair St. Louis in 2003 is to have at the Heritage Park, a room highlighting Lewis and Clark, the Louisiana Purchase, etc. One of the things the Events Task Force thinks is very important is to change the listing to Native American and Multi-Cultural Event to add a little more to what will be done. Debbie Lappe asked Barbara Woods to discuss the goals.</p> <p><b>Barbara Woods</b> reported that there are three general goals: 1) to provide a greater understanding of the historical events and incidents and the subsequent cultural impacts upon Native Americans and upon African Americans. 2) to increase awareness of and knowledge about the historical and contemporary issues related to the study of Native American and African American histories, and 3) to commemorate the cultural legacies and traditions of Native Americans and African Americans in tribute to their respective ancestral memories.</p> <p>Barbara Woods said proposal is a series of events that would begin October 2003 and will culminate in 2006. It would begin with Learning Cirdes in preparation for educational competition. The learning circles would be next fall in order to provide opportunities for people and for reading to discuss and gain information about their respective tradition. Beginning in January of 2004, the plan is to launch an essay poster and research project competition that would be directed at education levels elementary through high school, and for the essay competition and the research projects, high school through college. A symposium is planned for June 2004 to look at the historical impact of the Corps of Discovery upon Native Americans and African Americans both as a nation and in the community. A proposal is also being made to do a teacher summer institute in 2004. A question regarding the end of the journey came up. So some sort of ceremony will be done again in 2006. Barbara Woods then asked for a reservation on funds that were talked about earlier.</p> <p><b>Louisiana Purchase Commission Report</b> – Elizabeth Gentry Sayad reported that the Corps II is due in St. Louis in 2004 for the Three Flags weekend signature event. France will be sending a 50-member Air Force band for the event and Spain will be sending an ensemble. On March 12, 2004, the new cathedral on Lindell is interested in hosting or presenting both the French and the Spanish full ensembles in a concert of dassical music. A High Mass will be held on Sunday morning before the Three Flags Ceremony. Elizabeth Sayad reported that an initiative from</p>

Doug Eiken and the Division of State Parks had been made to create a four and one-half million dollar French Interpretive Center which would serve the entire State of Missouri and the Illinois Creole communities. It would be anchored by two 18<sup>th</sup> century properties in St. Genevieve.

**St. Charles, 2004** – Venetia McEntire reported that “Preparations Complete, The Expedition Faces West” and is scheduled for May 14-23, 2004. Venetia McEntire reported that the St. Charles Lewis and Clark Commission has secured funding from the St. Charles city council administration and the council has been presented with a strategic plan for 2003-2004. Venetia McEntire also said that the St. Charles commission would be seeking outside sources for fundraising and sponsorship. A brochure solely on St. Charles is being produced and the St. Charles commission hopes to have it ready by April 2003 to be distributed at the Heritage Days in 2004. The brochures will be taken to the Monticello Kickoff Event in January 2003.

**Jefferson National Expansion Memorial** – Bob Moore reported that efforts so far have been concentrated on 2004 to augment and accent the idea of coming back down the river, returning to St. Louis and focusing on the river itself. Mr. Moore said that there is a need to revisit the initial needs set out a year ago and to get specific people together, particularly people that are knowledgeable about the use of the river. The U.S. Army Corps of Engineers, the Port Authority of St. Louis, the Coast Guard and so on. Bob Moore said there is a lot of work ahead and it is still in the beginning stages since the return is about two on-half years out.

**Promotions and Information** - Marci Bennett reported that many things under her group's template have been accomplished or are ongoing projects. The Web site is ongoing as well as the media information. Marci Bennett said that Sue Holst has been working closely with the Governor's office to assist in putting together some Public Service Announcements. Under media and information, MMG Worldwide, the public relations agency for Missouri Division of Tourism, has a travel-writer site that is used to target travel writers and put together media field trips. They are hosting two press tours for travel writers in March and April of 2003. Also in 2003, St. Louis is hosting an international pow-wow (not a Native American event), the Travel Industry Association of America. This is their largest convention conference of the year and will bring in approximately 6,000 international travel writers to St. Louis. They will have field trips that are going along with the pow-wow, and some of the trips will have a Lewis and Clark type theme.

**Exhibits and Interpretation** - Jim Goodrich reported that his group now has eight items on their list. Contacts have been made concerning the historic Mississippi River signs – 98 total, 16 on the Mississippi River and 82 on the Missouri River. The only funding that is still needed is the \$10,000 that Jim Goodrich's group has asked for and \$29,000 to complete two more sets of the state exhibit (one for north Missouri and one for south of the river). Exhibits have been approved at the State Interpretive sites. Jim Goodrich reported that the National Certification Program has moved from category two to category one and is being addressed by the various state staff. Jim Goodrich reported that a brochure or booklet to guide people to signs and the historic sites is still in the planning stages. There is no money available for it. Dr. Goodrich said his task force is wondering if a corporation would underwrite something like this and if they would be allowed to use the corporate logo on the document.

**Education** - Dr. Gerald Lee asked Ken Winn to give his report. Ken Winn reported that the material development is on schedule and that the prototype should be ready for testing in schools in March or April 2003 and ready for distribution to classrooms in July 2003. Ken Winn also reported that the Missouri State Archives Lewis and Clark Educational Grant Program is running smoothly. All 45 grants have been accounted for. The projected announcement date for the first round of grants is December 15, 2002.

Dr. Gerald Lee reported that Barbara Woods pointed out to him the Girl Scouts actually wanted involvement from the commission before the Boy Scouts. Dr. Lee said there are a couple of problems that he wanted to present about the scout programs. First of all, there are five different districts in the State of Missouri for Boy Scouts and there are nine for the Girl Scouts. We might be looking at 13 different applications among the Boy Scouts and the Girl Scouts. Dr. Lee said a lot of time could be wasted in going through 13 endorsements. Dr. Lee said he wasn't sure that it would be the commission's position to endorse these projects.

Various Agency  
Updates/  
Shannon Cave

The second problem, Dr. Lee said is that if the commission is going to endorse someone, the commissioners would need to know ahead of time what the requestor's program is. It should be presented to the commission in plenty of time to be researched and voted on.

**Missouri Department of Conservation** - Shannon Cave reported some progress on the on-river part of the re-enactment. The Army Corps of Engineers has produced a new 12-sheet river map with a good deal of information about the amenities available on the river for river travelers and historic references to the expedition, which will be available in January. The Missouri River Communities Network has been very actively working on this and has a web site, [www.moriver.org](http://www.moriver.org). They are asking people to indicate if they are interested in getting out on the river at the time of the bicentennial and if they plan on participating in on-river re-enactment. The Water Patrol has expressed some interest in organizing the safety elements. A good deal of work is being done now and with hopes that the work will be completed in many cases, such as improving river access amenities between now and 2004 at a number of sites along the river by the Conservation Department.

**Division of Tourism** – John Robinson reported that the Missouri Division of Tourism continues to promote the Lewis and Clark experience. To date, Tourism has spent \$1.25 million. Mr. Robinson said they do have plans for the future. Most specifically, Tourism has agreed to give its share, which amounts to about \$24,000 to \$25,000 to the Trail of States to fulfill our part of the production cost.

John Robinson said that as reported that last time, the keelboat would be featured on the 2003 Vacation Planner, which will go out to one-half million potential visitors to Missouri. Lewis and Clark will also be featured on the front and back covers of the Driver's Manual of the Missouri Department of Revenue. Telephone book covers is one of the things that Tourism is going to be trying to affect as much as possible.

John Robinson also reported that the results are in from the Lewis and Clark building at the State Fair. Mr. Robinson reported that 70,000 visitors toured the building. Missouri Department of Conservation exhibited their dugout canoes and keelboat. The Secretary of State mapping program was there and the Division of Tourism was there. This was the third most popular exhibit at the fair. More space will be provided for next year and the hope is to do more things outside. Plans for a Pow Wow and things such as that to make it the number one attraction at the State Fair. Greg Wood with Missouri Life Magazine lined things out last year and will probably continue to do that. A guidebook with an itinerary page is being planned and will be a community-by-community guidebook not only on things to do, but places to go for dinner and room accommodations.

Missouri Department of Transportation - Mike Crawford reported that MoDOT has the Lewis and Clark Trail, which crosses 840 miles of Missouri and are continuing to upgrade the signing designating the trail in at least 60 or 70 locations. The Department is also updating the signs at the historical markers along the trail. There will also be new signs erected directing travelers to historical interpretive areas.

**Fort Osage** – Gordon Julich reported that the Fort Osage Education Center is a project that was funded by the first two phases of the commission grants. The first grant cycle was for a site survey. The second grant phase is development. The architects were charged to come up with an innovative design which would be unobtrusive to the environment and to the Fort. Gordon Julich reported that Fort Osage planners worked with the National Park Service and the Department of the Interior to look at some of the issues of how the bigger view-scape would be best enhanced by a new structure. To do this Gordon Julich said they had to actually include the archaeological survey into the building site. Gordon Julich said the Fort has the appropriation in the Dept. of the Interior's budget that is under consideration now and we are very shortly going to be going into the private sector to seek additional funds. The US Corps of Engineers, the US Fish and Wildlife Service, the National Park Service, and the Environmental Protection Agency are the primary federal marketing agencies, and we are hoping other agencies will follow.

**Missouri Department of Natural Resources** – Jim Denny reported that a lot of work is happening in the Columbia bottoms: developing conservation area access, confluence, internal

	<p>roads and use facilities. Jim Denny said work on facilities is also proceeding at other places on the Missouri River and everything that we planned to do is moving along and ought to be in place in time for the bicentennial.</p> <p>There is a list of six projects at the end. I should mention that the Lewis and Clark Center and Boat House in St. Charles is under construction, but like Fort Osage, they are not fully funded yet and are looking for additional help. The Great River Resource Center and the Manitou Bluff Visitors Center are both moving as projects, but will not be done in time for the bicentennial years. Jim Denny reported that he was not sure what action was being taken on the capitol river- front museum in Jefferson City. Doug will provide more information on the Ste. Genevieve French Heritage project. Jim Denny said he thought the commission a bit ambitious to involve that in the bicentennial; however, some of the bicentennial events will actually help in the creation and funding of that center.</p>
Old Business/Doug Eiken	<p><b>Monticello Participation</b> – Doug Eiken reported it appears there will be good representation of states at the first national signature event in January (Monticello Kickoff Event). Doug Eiken said he wants the “<i>Lewis &amp; Clark in Missouri</i>” brochure produced so it can be distributed in Monticello. Doug Eiken reported that the commission has very good locations in the exhibition hall and that all the Missouri booths are pretty well placed together. Doug Eiken said there is a potential of 3,000 pieces of material for five days that could be handed out at the exhibition hall. The visitor expectation, based on previous experience, is around one-half million people going through Monticello. One of the reasons is that all the students at the University of Virginia (where the event is taking place) will be there and going through the exhibit hall picking up brochures. Doug Eiken said he thought it important to have key pieces of material there not only for the national press and national media, but also for people that might be planning trips and heading meetings. We are told that it is likely that President Bush will attend and there will be a lot of national coverage on this first signature event. In addition, the Commission, along with the Division of State Parks, has a booth. Doug Eiken said he is trying to work on a staffing plan to make sure that someone is there during the exhibit.</p> <p>Jonathan Kemper asked the commissioners to let Doug Eiken or Frank Wesley know if they planned on participating in the Monticello event scheduled for January 14-19, 2003.</p> <p><b>Approval of Revised “Vision/Strategic Plan”</b> – Jonathan Kemper said the revised edition of the Strategic Plan has been approved.</p>
New Business/ Jonathan Kemper	<p><b>Endorsement and Logo Use Proposals (4 requests)</b> – Jonathan Kemper called for a motion to adopt the amendment request for commission endorsement and logo usage policy. <b>Motion was made, seconded and adopted.</b></p> <p><b>Amendment Request – Web Linking Policy</b> - Jonathan Kemper called for a motion to adopt the amendment request for the Commission Web site linking policy. <b>Motion was made, seconded and adopted.</b></p>
	<b>The Next meeting of the commission is scheduled for January 8-9, 2003, at Ft. Leavenworth, Kansas.</b>
	<b>Meeting adjourned at 12:30 p.m.</b>